



UNIVERSITY OF SOUTH CAROLINA

COLUMBIA, S. C. 29208

COLLEGE OF HEALTH

School of Public Health
Department of Health Promotion and Education
Health Sciences Building

July 31, 1990

Fran Wheeler, Ph.D.
Center for Health Promotion
S.C. DHEC
2600 Bull Street
Columbia, S. C. 29201

Dear Fran,

The Department of Health Promotion and Education, School of Public Health, University of South Carolina, wishes to convey its strong support for your efforts on the Project ASSIST. We are all aware how current state policy is determined by the tobacco lobby in this "tobacco" state. The coalition which you, in conjunction with the American Cancer Society, have initiated is important in organizing the potentially strong but disparate forces to oppose the influence of these special interests. This must be done if conditions which support the reduced consumption of tobacco are to be brought about.

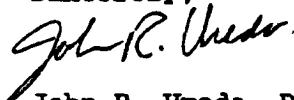
Faculty from the department have a long history of working with the Department of Health and Environmental Control and with the American Cancer Society. We have great respect for your leadership, capabilities and experience in health promotion and community organization. We look forward to a continuing collaborative relationship. We hope our expertise in health communications, community development, marketing, educational design and program implementation can be of valuable assistance as you move ahead.

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There is no other risk factor, which if reduced, could improve the healthy status of South Carolinians as much as tobacco control. Including direct and indirect costs, tobacco use probably cost us 760 million dollars in South Carolina last year. We all realize that there is a health care cost crisis upon us. Where better to start control efforts than with tobacco use.

Sincerely,



John R. Ureda, Dr.P.H.
Associate Professor and
Chair

JRU/ame

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